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INTEROFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017

TO: DISTRIBUTION

DATE: JUNE 28, 1990

FROM: E. EGAN *EE*

SUBJECT: BUCKS INCENTIVE ITEMS

The following is a review of incentive items needed for the Bucks October 1 national launch. The programs included are national introduction, retail promotions, CIP bounceback and 5 for 2 bounceback.

Program: Trade Gift/Sell-in Materials (National Introduction)

Due in Field W/O 8/6

<u>INCENTIVES</u>	<u>BROCHURE</u>	<u>POS #</u>	<u>CARRIER</u>	<u>POS#</u>
Robes - 5500	5500	*	5500	51443
Wallet- 11,000	11,000	*	11,000	51444

Due in Field W/O 9/3

Wallet - 175,000	175,000	*	175,000	51444
Additional Brochures	50,000	51370	--	51370

\*The robe/wallet and brochure will be consolidated into a specially produced carrier.

Due in Field W/O 9/3

Bucks Watch	- 5000		5000	
Dollar Bill Sleeve	- 5000			51452

Program: Poker Set/T-shirt (retail promotion)

Retail date - January 1991

Poker Set	-	2.2 million	(Poker chips & Playing cards:
		50% Kings/50% Kings Lights)	
T-shirt	-	1.35 million	

Program - CIP bounceback

Date	- October
Wallet	- 98,000

Program - 5 for 2 bounceback

Date	- November
Wallet	- 130,000

2049038610

Program - Match Caddies

Date - October

Quantity- 132,000

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